

IN THE CLAIMS:

1.(currently amended): An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing therein identification information of a customer and a point degree owned by the customer in relation to each other;

means for accepting identification information of a customer from a terminal apparatus of the customer;

means for acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer; [[and]]

display point degree determining means for determining a point degree to be displayed in combination with the advertisement information based upon the acquired point degree owned by the customer; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

Claims 2-3. (cancelled)

4.(original): An advertisement supplying system as claimed in claim 1 wherein:

a minimum value of the point degree to be displayed is equal to 0.

5.(currently amended): An advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising:

storage means for storing therein identification information of a customer and personal information related to the customer in relation to each other;

means for accepting identification information of a customer from a terminal apparatus of the customer;

means for acquiring the personal information related to the customer from said storage means, said personal information being related to the accepted identification information of the customer; [[and]]

display point degree determining means for determining a point degree to be displayed in combination with the advertisement information based upon the acquired personal information related to the customer, wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

6.(original): An advertisement supplying system as claimed in claim 5 wherein:

the personal information related to the customer corresponds to information as to at least any one of a sex of the customer, an age thereof, and a taste thereof.

7.(currently amended) An advertisement supplying system as claimed in claim 1 wherein:

a sort of point degree selected by the display point degree determined means which can be displayed is previously determined: and

the display point degree determined by said display point degree determining means is selected from the sort of point degrees selected by the display point degree means which can be displayed.

8.(currently amended): A computer readable medium for program product capable of causing a computer to function as an advertisement supplying system for displaying a point which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, comprising the computer readable medium having encoded thereon computer codes which when executed on a processor perform the steps of:

a storage process for storing into a storage means identification information of a customer and a point degree owned by the customer in relation to each other;

a process for accepting identification information of a customer from a terminal apparatus of the customer;

a process for acquiring the point degree owned by the customer related to the accepted identification information of the customer; and

~~a display point degree determining process for determining a point degree to be displayed~~
in combination with the advertisement information based upon the acquired point degree owned
by the customer wherein:

said display point degree determining means determines a degree of a point to be
displayed based upon a relationship between the point degree owned by the customer and the
display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to
be displayed decreases.

9.(currently amended): A computer readable medium for program product capable of causing a
computer to function as an advertisement supplying system for displaying a point which may
give viewing persons an incentive to view an advertisement in combination with advertisement
information on a terminal apparatus connected thereto via a computer network, comprising the
computer readable medium having encoded thereon computer codes which when executed on a
processor perform the steps of:

~~a storage process for storing into a storage means~~ identification information of a customer
and personal information related to the customer in relation to each other;

~~a process for accepting~~ identification information of a customer from a terminal apparatus
of the customer;

~~a process for~~ acquiring the personal information related to the customer, said personal
information being related to the accepted identification information of the customer; [[and]]

~~a display point degree determining process for determining a point degree to be displayed~~
in combination with the advertisement information based upon the acquired personal information related to the customer, wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.

10. (new): A method of displaying a point in an advertisement supplying system which may give viewing persons an incentive to view an advertisement in combination with advertisement information on a terminal apparatus connected thereto via a computer network, the method comprising the steps of:

a) storing into a storage means identification information of a customer and a point degree owned by the customer in relation to each other;

b) accepting identification information of a customer from a terminal apparatus of the customer;

c) acquiring the point degree owned by the customer from said storage means, said owned point degree being related to the accepted identification information of the customer;

d) determining a point degree to be displayed in combination with the advertisement information based upon the acquired point degree owned by the customer using a display point degree determining means; wherein

said display point degree determining means determines a degree of a point to be displayed based upon a relationship between the point degree owned by the customer and the display point degree with reference to a predetermined rule; and

said rule being that while a point degree owned by a customer increases, a point degree to be displayed decreases.